Ronald Alexander Cruickshank B. Comm, MBA, CMC, FIC

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2nd September 2020

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Election to the WCoMC Court of Assistants

Background:

Born in Scotland, started schooling in Northern Ireland and finished in South Africa. Read for my degree in Accountancy at Witwatersrand University while completing my Accounting Articles with Deloitte. Enticed to move with my wife, Ingrid, to England in 1988 by SA Breweries. Initially my work was in Spain (commuting from London) then in 1989 started a Consulting firm to assist the London SME Sector.

In the late 90's read for my MBA at Henley Management College, attaining my Masters in 2003. Incorporated my Management Consulting practice under the banner: Routes Business Cartographers Limited. The firm started up with a client base needing guidance in weathering the 1990 recession, after which providing Strategic Thinking, Mentoring, Coaching and Management Training.

Membership of the WCoMC:

Bob Empson introduced me to the WCoMC in 2006, joining as a Freeman before becoming a Liveryman in 2008. Since joining I have devoted time: as Administrator of the Shoptalk (2007 to 2010); as Founder Member and Treasurer of the Wine Club (2011 to present day); as an active Member of the Mentor Team (trained under Patrick Lavin); and as an active Member of the Pro-Bono Team (number of Projects including YBI – Kenya, SIB and numerous charities).

Aspirations within the Company:

My passion is people and assisting them extract their potential. I would cherish the chance to work within the Company Administration to build positive environments in which Members, both new and old, can blossom their motivation while providing outcomes related to the Company's short and long-term Strategies.

Sponsor:Denise FellowsSeconders:Prof Bob Garratt

Calvert Markham